



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 12/22 thru 12/28

(prices in dollars per carton)

Fri. Dec 22, 2006

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		21.2% of 17,000 stores				18.9% of 17,000 stores				25.5% of 16,700 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
REGULAR	USDA GRADE AA												
	White 12 pack	20	1.56	280	1.19		300	1.19	20	0.96	580	1.00	
	White 18 pack			190	1.99		150	1.50			1,000	1.45	
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack	70	1.00	1,520	0.98	110	1.00	710	1.05	230	0.88	960	0.81
SPECIALTY	White 18 pack			600	1.64		290	1.15	110	1.00	410	1.53	
	Brown 12 pack												
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			150	3.50		510	3.14			420	2.55	
	OMEGA-3												
CAGE-FREE	White 12 pack	230	2.47	470	2.22	50	2.50	740	2.50	110	2.00	670	1.96
	Brown 12 pack			120	1.99	10	1.48					360	2.33
	CAGE-FREE												
	White 12 pack			70	2.12		120	2.00					
	Brown 12 pack			830	2.31		870	2.18			390	2.23	

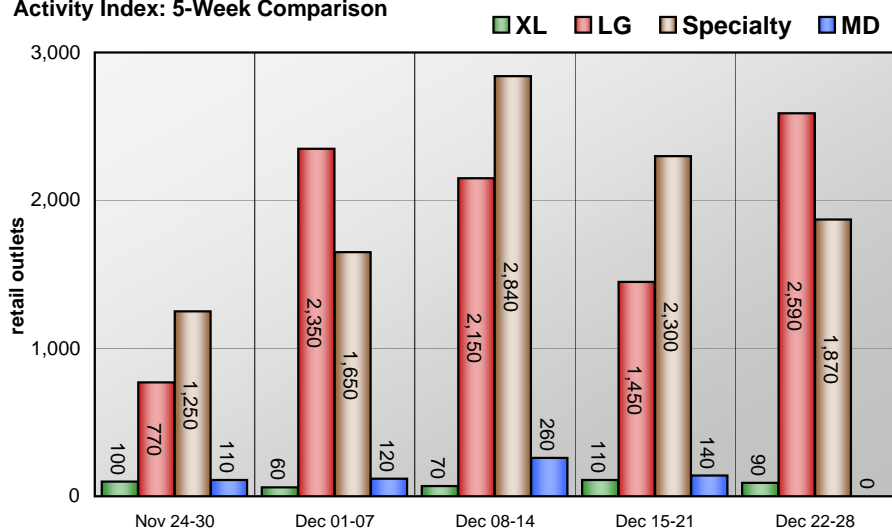
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,680	1,560	3,310	Large Eggs on Dec-18-2006
Specialty	1,870	2,300	1,950	
Total (includes MD)	4,550	4,000	5,360	539.2
Special Rate 4/:	10.1%	0.1%	3.0%	down 7%

5/: 1,000's of 30-doz cases

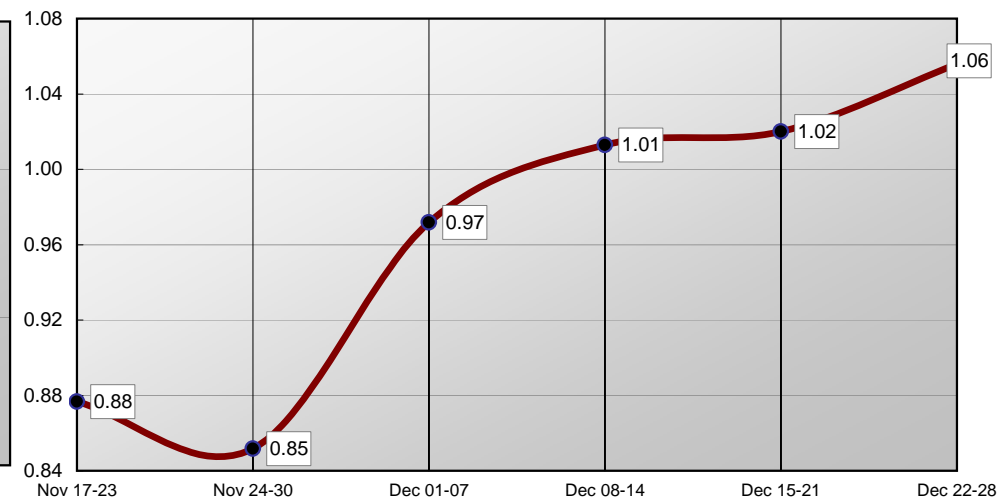
SHELL EGG and EGG PRODUCTS FEATURING

Seasonal Egg Nog promotions dominated ad space this week. Although highly visible throughout all regions, the Northwest is very active with 93% of sampled outlets featuring Egg Nog. Promotional activity on regular shell eggs is higher than last week, although lower than the same week a year ago. The average price of Grade A or better Large white eggs to consumers increased significantly compared to previous weeks. Specialty shell eggs are down slightly. Omega-3 Cage Free brown eggs are still in the top position, followed by Omega-3 white eggs. Overall feature activity on Egg Products is about unchanged, with the most activity in the Northeast region.

Activity Index: 5-Week Comparison



Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		32.8% of 3,900 sampled outlets						16.1% of 4,700 sampled outlets						20.3% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 1,380 (includes Medium)						Activity Index = 1,030 (includes Medium)						Activity Index = 680 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				0.99	10	0.99												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.09	630	1.06	1.00	50	1.00	0.88 - 1.09	580	0.90				0.79 - 1.09	90	0.99
	White 18 pack				2.50	140	2.50				1.29	50	1.29				1.29	210	1.29
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.69 - 3.99	90	3.77										2.50 - 3.59	30	3.18
	OMEGA-3																		
	White 12 pack	2.39	60	2.39	1.99 - 2.79	140	2.14	2.50	50	2.50	2.00 - 2.50	170	2.13	2.50	50	2.50	1.48 - 2.50	70	2.25
	Brown 12 pack				1.99	120	1.99												
	CAGE-FREE																		
	White 12 pack				1.79	30	1.79										2.50	10	2.50
	Brown 12 pack				1.99 - 2.99	160	2.28				2.00	130	2.00				2.00 - 3.00	220	2.92
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		23.5% of 2,700 sampled outlets						10.4% of 1,900 sampled outlets						16.5% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 1,030 (includes Medium)						Activity Index = 230 (includes Medium)						Activity Index = 200 (includes Medium)					
USDA GRADE AA	White 12 pack				0.99 - 1.00	110	0.99	1.56	20	1.56	0.99	40	0.99				0.99 - 1.50	120	1.45
	White 18 pack				1.99	10	1.99				1.99	150	1.99				1.99	30	1.99
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack	1.00	20	1.00	0.88 - 1.00	220	0.96										1.50	10	1.50
	White 18 pack				1.49 - 1.50	190	1.50												
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
		White 30 pack						White 30 pack						White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack				2.56	10	2.56				3.19	20	3.19						
	Brown 12 pack																		
	OMEGA-3																		
	White 12 pack	2.50	70	2.50	2.50	90	2.50												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	20	2.50										1.99	10	1.99
	Brown 12 pack				1.79 - 2.50	290	2.03										1.99 - 2.29	30	2.12

Note: See page 1 for explanatory notes.



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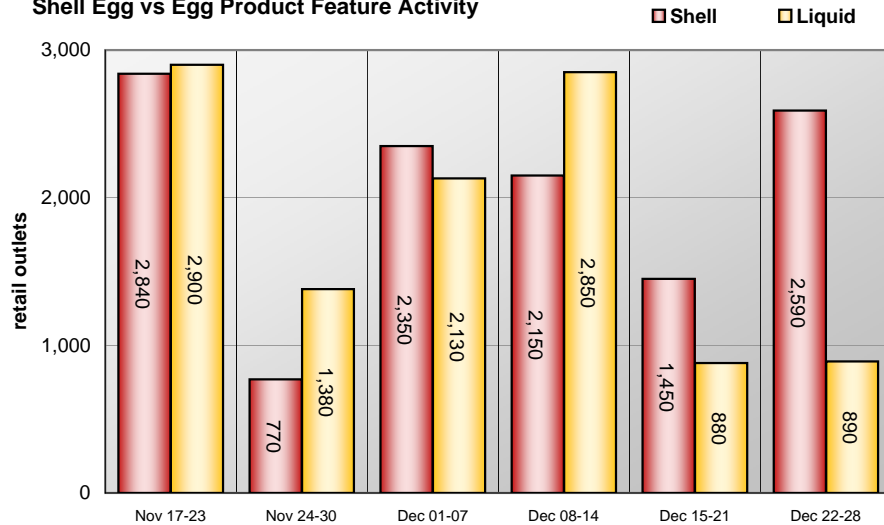
EGG PRODUCTS	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	3.8%	4.3%	13.2% of 3,900 sampled	0.0% of 4,700 sampled	0.0% of 2,800 sampled	0.3% of 2,700 sampled	6.7% of 1,900 sampled	0.0% of 1,000 sampled
2/ Activity Index	890	880	Activity Index = 550	Activity Index = 0	Activity Index = 200	Activity Index = 10	Activity Index = 130	Activity Index = 0
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
14-16 oz. carton	870 2.48	540 2.56	1.99 - 2.99 530 2.60		2.50 200 2.50	2.00 10 2.00	2.00 130 2.00	
32 oz. carton	20 3.99	20 3.99	3.99 20 3.99					
3 - 4 oz. cups		320 2.00						
2 - 8 oz. cups								

SPECIAL SEASONAL PROMOTIONS FEATURING EGG PRODUCTS - EGG NOG

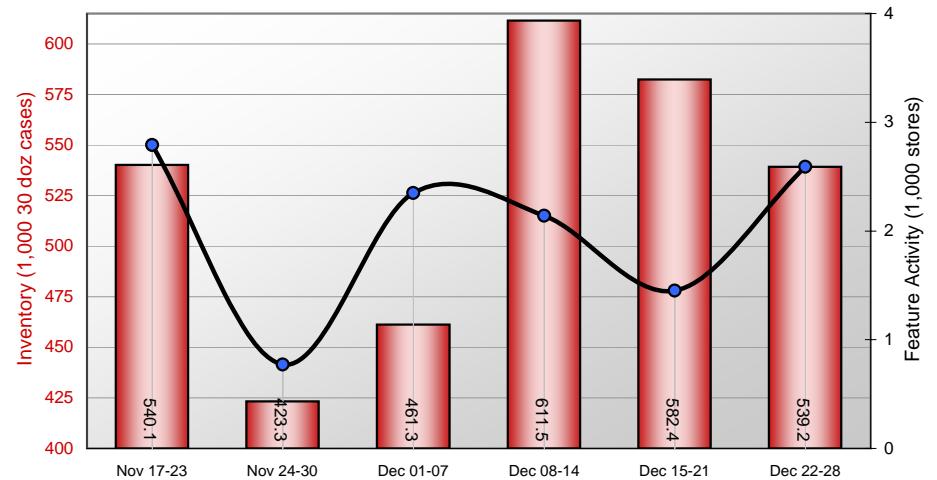
(Non-alcoholic egg nog; this section will run through January 1, 2007)

EGG NOG	THIS WEEK	LAST WEEK	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	64.0%	51.7%	64.4% of 3,900 sampled	48.1% of 4,700 sampled	65.9% of 2,800 sampled	66.3% of 2,700 sampled	80.7% of 1,900 sampled	93.3% of 1,000 sampled
2/ Activity Index	13,110	10,990	Activity Index = 3,750	Activity Index = 2,590	Activity Index = 1,770	Activity Index = 2,090	Activity Index = 1,810	Activity Index = 1,100
	Stores Avg 3/	Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/	Price Range Stores Avg 3/
32 ounce	4,800 2.39	3,430 2.32	1.69 - 3.49 1,700 2.63	1.50 - 3.99 670 2.86	1.28 - 3.09 960 1.85	1.48 - 3.99 980 2.32	1.38 - 3.99 220 1.98	1.25 - 3.99 270 2.27
64 ounce	8,310 2.96	7,560 3.02	2.50 - 3.99 2,050 3.52	2.50 - 3.99 1,920 2.65	1.99 - 3.99 810 2.81	2.50 - 3.00 1,110 2.72	2.50 - 3.19 1,590 2.94	1.99 - 3.19 830 2.73

Shell Egg vs Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.